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NetCibles® : Deutschland, Erhebungswelle april 2003 (43 549 Befragten) - Profile report

fahrschule.de

Site data

Properties:

Number of respondents on this site :1904	
Site URL:	http://www.fahrschule.de
Friendly name:	
User family:	
Agency:	fahrschule.de(Eigenvermarktung)
Family:	Auto & transport

Traffic data:

No. of visits:	No. of visitors:
No. Of subscribers:	No. Of page views:

Description:

Remarks:

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Site URL:	http://www.fahrschule.de	Agency:	fahrschule.de(Eigenvermarktung)
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Demographics

Age	%	% Family	NetObserver
14-19	58%	21%	14%
20-29	25%	28%	18%
30-39	10%	24%	26%
40-49	5%	18%	22%
50-59	1%	6%	14%
60-69	0%	2%	5%
70 and over	0%	1%	1%

Sex	%	% Family	NetObserver
Male	41%	77%	55%
Female	59%	23%	45%

Profession (of the respondent)	%	% Family	NetObserver
Managers (public or private sector)	4%	13%	14%
Employees (public or private sector)	12%	25%	28%
Professionals, directors and self employed	2%	5%	9%
Self-employed (SME or agricultural)	2%	5%	4%
Skilled or unskilled manual workers	10%	16%	11%
Military or police	1%	1%	1%
Apprentice	22%	10%	4%
----- Subtotal of working population	53%	75%	71%
Jobseeker	4%	2%	5%
Student	35%	16%	14%
House Husband/Wife	5%	1%	3%
Retired	0%	2%	4%

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Profession (of the respondant)	%	% Family	NetObserver
other	4%	4%	4%
----- Subtotal of non-working population	48%	25%	30%

Profession (of the head of the family)	%	% Family	NetObserver
Managers (public or private sector)	14%	22%	21%
Employees (public or private sector)	21%	26%	32%
Professionals, directors and self employed	4%	6%	8%
Self-employed (SME or agricultural)	8%	8%	6%
Skilled or unskilled manual workers	20%	18%	14%
Military or police	1%	2%	1%
Apprentice	7%	2%	1%
----- Subtotal of working population	75%	84%	83%
Jobseeker	3%	1%	4%
Student	8%	5%	4%
House Husband/Wife	2%	0%	1%
Retired	1%	3%	4%
Other	10%	5%	5%
----- Subtotal of non-working population	24%	14%	18%

Sex x Age	%	% Family	NetObserver
Male - 14-19	22%	14%	6%
Female - 14-19	36%	7%	10%
Male - 20-29	10%	20%	10%
Female - 20-29	15%	8%	10%
Male - 30-39	5%	19%	16%
Female - 30-39	6%	5%	12%
Male - 40-49	3%	16%	13%

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Sex x Age	%	% Family	NetObserver
Female - 40-49	2%	2%	8%
Male - 50-59	1%	5%	8%
Female - 50-59	0%	0%	3%
Male - 60-69	0%	2%	2%
Female - 60-69	0%	0%	0%
Male - 70 and over	0%	1%	0%
Female - 70 and over	0%	0%	0%

Sex x SPG	%	% Family	NetObserver
Male - Working	24%	61%	43%
Female - Working	29%	17%	26%
Male - Non working	16%	15%	13%
Female - Non working	30%	7%	18%

Age x SPG	%	% Family	NetObserver
14-19 years - Working	22%	8%	3%
14-19 years - non working	35%	13%	11%
20-29 years - Working	17%	23%	12%
20-29 years - non working	8%	5%	7%
30-39 years - Working	9%	23%	23%
30-39 years - non working	2%	1%	3%
40-49 - Working	4%	18%	19%
40-49 - non working	1%	0%	3%
50-59 - Working	1%	5%	11%
50-59 - non-working	0%	1%	3%
60-69 - non working	0%	1%	2%
60-69 - Working	0%	1%	3%

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Age x SPG	%	% Family	NetObserver
70 and over - Working	0%	0%	0%
70 and over - non working	0%	1%	1%

Professional domain	%	% Family	NetObserver
Logistics and purchasing	3%	4%	3%
Administration	5%	5%	7%
Assistant/ secretarial	3%	3%	3%
Sales/ salesforce	4%	8%	6%
Accountancy	2%	1%	1%
Management	2%	7%	5%
Finance	1%	2%	1%
IT/Telecoms	4%	4%	8%
Legal	1%	1%	1%
Marketing / Advertising / Communication	2%	3%	5%
Production	4%	12%	5%
Research and development	1%	2%	4%
Human resources	1%	1%	1%
Other	20%	23%	21%
----- Non working and professionals(not concerned)	48%	25%	30%

Company activity	%	% Family	NetObserver
Automotive	2%	7%	3%
Banking, Insurance and investments	1%	3%	4%
Machinery	1%	6%	5%
Education	1%	1%	4%
Chemical industry	1%	2%	4%
Other services	4%	8%	8%

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Company activity	%	% Family	NetObserver
Retail	2%	3%	2%
Electronics	1%	2%	2%
Hospitality/ travel	1%	2%	2%
Health sector	2%	3%	5%
Commerce	1%	3%	2%
Skilled crafts	2%	4%	2%
Consumer goods	0%	1%	1%
Agriculture	0%	0%	1%
Music and arts	0%	1%	1%
Legal	1%	1%	1%
Telecoms/ IT/ hardware	2%	4%	5%
Consultancy	0%	0%	1%
Associations	0%	1%	1%
Administration	1%	2%	4%
Advertising/ media/ publishing	1%	2%	3%
Science	0%	1%	1%
Others	4%	10%	7%
----- Non working, Teachers/lecturers, Military (not concerned)	71%	36%	35%

Size of the company	%	% Family	NetObserver
One person (yourself)	1%	5%	8%
Between 2 and 5 people	4%	8%	6%
Between 6 and 10 people	3%	5%	7%
Between 11 and 20 people	3%	4%	3%
Between 21 and 50 people	3%	6%	5%
Between 51 and 100 people	3%	6%	5%
Between 101 and 200 people	2%	4%	4%

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Size of the company	%	% Family	NetObserver
Between 201 and 500 people	2%	6%	5%
More than 500 people	8%	20%	21%
----- Non working, Teachers/lecturers, Military (not concerned)	71%	36%	35%

In your workplace, are you a decision maker concerning the choice of products or	%	% Family	NetObserver
IT and office supplies	5%	19%	18%
Banking	3%	11%	8%
Transport and journeys	2%	10%	7%
Communication	3%	12%	9%
Temping	2%	6%	4%
Telecommunications	4%	11%	12%
Training	5%	16%	14%
Vehicle fleet	3%	12%	8%
No decision making power	12%	21%	20%
----- Non working, Teachers/lecturers, Military (not concerned)	71%	36%	35%

Highest level of education achieved	%	% Family	NetObserver
still in education	7%	3%	4%
Hauptschulabschluss (leave school at 14/15)	20%	19%	13%
Mittlere Reife (leave school at 15/16)	43%	35%	27%
Fachhochschule (leave school at 17/18)	11%	15%	16%
Abitur (leave school at 18/19)	13%	13%	14%
higher educational course (vocational)	3%	8%	10%
university	3%	7%	15%

Net monthly income per household	%	% Family	NetObserver
Less than 1000 Euros	17%	8%	11%

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Friendly name:		Family:	Auto & transport
User family:			

Net monthly income per household	%	% Family	NetObserver
1000 to 1250 Euros	7%	7%	10%
1250 to 1500 Euros	7%	9%	8%
1500 to 2000 Euros	9%	15%	12%
2000 to 2500 Euros	9%	18%	17%
More than 2500 Euros	15%	26%	29%
----- Students (not concerned)	35%	16%	14%

Marital status	%	% Family	NetObserver
Single, living with your parents	55%	28%	19%
Single, not living with your parents	18%	20%	20%
Married or living with your partner	23%	42%	48%
Divorced / Seperated	5%	10%	11%
Widower	0%	0%	3%

Number of people living in household, incl. respondent	%	% Family	NetObserver
One person (yourself)	9%	15%	20%
Two people	18%	27%	33%
Three people	25%	22%	20%
Four people	28%	22%	17%
5 or more people	20%	13%	10%

Number of people living in household that use the internet	%	% Family	NetObserver
One person (yourself)	21%	29%	37%
Two people	33%	39%	37%
Three people	23%	18%	14%
Four people	16%	11%	9%
5 or more people	6%	3%	2%

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User family:			

number of children in household	%	% Family	NetObserver
-----No children in household (not concerned)	67%	63%	68%
1	17%	21%	18%
2	12%	11%	11%
3 and more	4%	5%	3%

Ages of children under 14 years old living in household	%	% Family	NetObserver
No children under 14 in household	11%	8%	6%
0 - 2 years	8%	8%	6%
3 - 5 years	9%	13%	8%
6 - 10 years	10%	11%	11%
11 - 14 years	67%	63%	68%

Geographical region (Nielson)	%	% Family	NetObserver
Schleswig-Holstein, Hamburg, Bremen, Niedersachsen	17%	15%	15%
Nordrhein-Westfalen	24%	25%	21%
Saarland, Rheinland-Pfalz, Hessen	14%	13%	15%
Baden-Württemberg	12%	14%	15%
Bayern	10%	13%	14%
Berlin	5%	3%	5%
Sachsen-Anhalt, Brandenburg, Mecklenburg-Vorpommern	10%	8%	6%
Thüringen, Sachsen	7%	9%	7%
----- Not living in Germany	0%	0%	0%

Size of town	%	% Family	NetObserver
more than 500,000 inhabitants	22%	16%	21%
between 100,000 and 500,000 inhabitants	16%	16%	20%
between 20,000 & 100,000 inhabitants	21%	22%	19%

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Friendly name:		Family:	Auto & transport
User family:			

Size of town	%	% Family	NetObserver
between 5,000 & 20,000 inhabitants	20%	23%	21%
less than 5,000 inhabitants	21%	23%	19%
----- Not living in Germany	0%	0%	0%

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User family:			

Lifestyle

Equipment at home	%	% Family	NetObserver
Computer (PC)	90%	95%	75%
Computer (Mac)	19%	19%	16%
Printer	83%	93%	72%
DVD player	61%	70%	46%
Digital camera	39%	46%	33%
"Subscription to ""Premiere"" TV "	13%	16%	10%
Subscription to digital TV	7%	8%	6%
Subscription to satellite TV	36%	46%	31%
Cable TV	59%	54%	49%
Electronic organiser (Palm Pilot, Psion#)	12%	21%	14%
Video camera/ camcorder	37%	41%	29%
Video recorder	79%	86%	65%
Fax	37%	50%	40%
Games console	43%	46%	23%
Home cinema	7%	10%	5%
Mobile phone	91%	97%	72%
Mp3-player	30%	36%	22%

Which of the following items do you intend to purchase in the next 12 months? (e	%	% Family	NetObserver
Computer (PC)	17%	26%	18%
Computer (Mac)	3%	4%	2%
Printer	11%	13%	13%
Home cinema	8%	11%	6%
TV	14%	20%	14%
DVD player	15%	16%	11%
Video camera/ camcorder	13%	12%	9%

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Friendly name:		Family:	Auto & transport
User family:			

Which of the following items do you intend to purchase in the next 12 months? (e	%	% Family	NetObserver
Video recorder	5%	5%	3%
DVD recorder	12%	14%	12%
Digital camera	17%	30%	19%
"Subscription to ""Premiere"" TV "	4%	5%	2%
Subscription to digital TV	2%	3%	3%
Subscription to satellite TV	3%	5%	4%
Cable TV	3%	2%	2%
Electronic organiser (Palm Pilot, Psion#)	5%	7%	6%
Fax	5%	6%	7%
Games console	6%	7%	3%
Mobile phone	26%	30%	16%
MP3-player	12%	11%	6%
White goods (fridge, washing machine#)	21%	27%	16%

Which of the following games consoles do you own?	%	% Family	NetObserver
Playstation	22%	24%	11%
Playstation 2	13%	18%	8%
Dreamcast	2%	2%	2%
X-Box	4%	4%	3%
N-64	10%	9%	7%
Gamecube	2%	2%	2%
Gameboy (Advanced / Colour)	15%	16%	9%
others	12%	12%	6%
No games console	57%	54%	77%

Mobile phone package used (base : mobile phone owners)	%	% Family	NetObserver
Contract	46%	68%	46%

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Mobile phone package used (base : mobile phone owners)	%	% Family	NetObserver
Pre-paid	41%	26%	22%
Other	4%	3%	4%
No mobile phone	9%	3%	28%

Monthly budget for mobile phones (base: mobile phone owners)	%	% Family	NetObserver
Less than 15#	26%	23%	22%
Between 15# and 30#	30%	28%	24%
Between 30# and 45#	15%	17%	11%
more than 45#	20%	29%	14%
No mobile phone	9%	3%	28%

Which of the following services do you have access to from your mobile phone?	%	% Family	NetObserver
SMS	89%	96%	67%
Internet	13%	20%	12%
Email	10%	17%	10%
Listen to music (radio/MP3#)	10%	11%	5%
Take and send photos (MMS)	6%	11%	5%
No mobile phone	9%	3%	28%

Purchase of brand names	%	% Family	NetObserver
Clothes	47%	46%	36%
Perfume	36%	37%	33%
Cosmetic / Beauty products	24%	17%	18%
IT equipment / Hi-Fi / Video	37%	48%	33%
Food shopping (groceries)	17%	24%	18%
For sport and sports equipment	30%	37%	20%

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Products you buy regularly wherever you buy them	%	% Family	NetObserver
Water	62%	74%	64%
Frozen Products	56%	61%	47%
Ready meals	33%	31%	18%
Jams and preserves	29%	32%	24%
Organic products	13%	17%	18%
Dietary or slimming products	7%	6%	5%
Ready made desserts	25%	26%	16%
Fruit juice	58%	63%	52%
Cheese	67%	73%	62%
Fizzy drinks	47%	51%	37%
Wine / Champagne	24%	38%	39%
Meat / Fish	58%	71%	55%
Strong alcohol's (whisky, gin)	13%	16%	14%
Alcoholic aperitifs (martini, pastis...)	10%	14%	8%
Beer	28%	44%	33%
Vitamin drinks	35%	36%	21%
Milk drinks	55%	57%	45%

Among the following cleaning / washing products, which do you purchase regularly	%	% Family	NetObserver
Persil	30%	30%	22%
Frosch	17%	21%	19%
Palmolive	22%	23%	15%
Pril	22%	21%	16%
Sidolin	14%	22%	14%
Other products	80%	85%	72%

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Where do you usually do your shopping?	%	% Family	NetObserver
Supermarket	93%	94%	90%
Local shop	2%	1%	2%
Market	2%	2%	4%
Internet	3%	3%	4%

Which brands of perfume do you use?	%	% Family	NetObserver
Hugo Boss	23%	25%	14%
Calvin Klein	18%	18%	12%
Joop!	17%	18%	11%
Davidoff	13%	20%	10%
Jil Sander	13%	7%	10%
Other	42%	44%	45%

Among the following brands of beauty products, which do you buy regularly?	%	% Family	NetObserver
Nivea	37%	31%	26%
L'Oréal	23%	15%	13%
Jade	25%	13%	12%
Yves Rocher	22%	15%	13%
bebe young care	22%	12%	7%
Other brand	54%	52%	49%

Hobbies	%	% Family	NetObserver
Artistic activities (Dance, theatre, music..)	16%	12%	11%
"Use of internet regarding "" Artistic activities (Dance, theatre, music..) """"	1%	1%	1%
Stock markets, financial activities	2%	10%	7%
Use of Internet regarding # Stock markets, financial activities	0%	1%	1%
DIY / Gardening / Decorating	20%	37%	26%

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Hobbies	%	% Family	NetObserver
Use of Internet regarding # DIY / Gardening / Decorating #	2%	8%	4%
Holidays / Weekends away	28%	41%	37%
Use of Internet regarding # Holidays / Weekends away #	5%	14%	13%
Fashion	29%	16%	14%
Use of Internet regarding # Fashion #	6%	1%	1%
Shopping	49%	42%	35%
Use of Internet regarding # Shopping #	10%	10%	7%
Cookery	37%	38%	34%
Use of Internet regarding # Cookery #	5%	6%	6%
Games of chance (lottery, bookmakers, casinos)	7%	13%	11%
Use of Internet regarding # Games of chance (lotto, bookmakers, casinos) #	0%	1%	0%
Video games	27%	32%	12%
Use of Internet regarding # Video games #	5%	7%	1%
Sport	53%	59%	40%
Use of Internet regarding # Sport #	10%	15%	7%
Eating out in restaurants	30%	43%	34%
Use of Internet regarding # Eating out in restaurants #	1%	2%	2%
Nights out (clubs, bars)	55%	46%	25%
Use of Internet regarding # Nights out (clubs, bars) #	13%	7%	2%
Outdoor activities	45%	57%	39%
"Use of Internet regarding ""Outdoor activities"""	4%	7%	3%
Reading	45%	48%	49%
Use of Internet regarding # Reading #	7%	11%	12%
Going to the cinema	55%	50%	37%
Use of Internet regarding # Going to the cinema #	17%	15%	8%
Going to the theatre	9%	15%	20%
Use of Internet regarding # Going to the theatre #	0%	1%	2%

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Hobbies	%	% Family	NetObserver
Musical concerts	21%	24%	22%
Use of Internet regarding # Musical concerts #	3%	4%	4%
Exhibitions, museums	10%	20%	22%
Use of Internet regarding # Exhibitions, museums #	1%	2%	3%
Computing	29%	35%	26%
Use of Internet regarding # Computing #	6%	10%	6%
Board games / Card games / Role playing games	27%	32%	18%
Use of Internet regarding # Board/Card/Role playing games#	2%	3%	1%

Which of the following sports are you interested in? Either you take part, watch	%	% Family	NetObserver
Handball	8%	9%	6%
Basketball	12%	12%	7%
Volleyball	13%	14%	4%
Sailing	4%	5%	4%
Bodybuilding, fitness	16%	18%	11%
Dance	14%	8%	8%
Jogging, running	17%	15%	12%
Cycling, mountain biking	22%	28%	18%
Outdoor activities	7%	11%	8%
Equestrian	12%	11%	4%
Motorsport	23%	38%	14%
Winter sports (skiing, snowboarding,#)	17%	24%	13%
Surfing, windsurfing, water skiing	7%	8%	4%
Football	21%	26%	14%
Tennis / Squash / Badminton	13%	14%	10%
Swimming, diving	24%	25%	17%
Golf	3%	2%	2%

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Which of the following sports are you interested in? Either you take part, watch	%	% Family	NetObserver
Roller skating, blading, skateboarding	20%	17%	10%
Rugby	2%	2%	0%
Athletics	6%	9%	7%
Martial arts (karate, judo,#)	7%	11%	4%
Combat sports	8%	11%	4%
Archery, shooting	5%	7%	2%
American Sports (Americian Football, Baseball, Hockey...)	7%	9%	4%
Other	6%	8%	3%
No interest in sports	47%	41%	60%

For how long per day, on average, do you usually watch TV?	%	% Family	NetObserver
Less than 1 hour per day	17%	15%	19%
Between 1 and 2 hours	29%	35%	31%
Between 2 and 3 hours	29%	30%	27%
Between 3 and 4 hours	12%	11%	11%
More than 4 hours	10%	7%	8%
----- I don't watch TV	3%	2%	3%

TV programs you most frequently watch	%	% Family	NetObserver
Films	65%	73%	59%
Telefilms	41%	36%	33%
Comedy	45%	39%	24%
Game shows	21%	20%	15%
Series/Sitcoms	52%	32%	30%
Sport	26%	42%	29%
TV News	26%	38%	39%
Children's programs	20%	18%	12%

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Site URL:	http://www.fahrschule.de	Agency:	fahrschule.de(Eigenvermarktung)
Friendly name:		Family:	Auto & transport
User family:			

TV programs you most frequently watch	%	% Family	NetObserver
Documentaries / reports	36%	49%	50%
Interactive services (available via cable and satellite)	3%	4%	2%
Music programs	44%	33%	21%
----- I don't watch TV	3%	2%	3%

On average, for how long, per day, do you listen to the radio ?	%	% Family	NetObserver
Less than 1/2 hour per day	17%	15%	14%
Between 1/2 hour and 1 hour	17%	16%	18%
Between 1 and 2 hours	15%	14%	14%
Between 2 and 3 hours per day	12%	10%	14%
More than 3 hours	29%	37%	32%
----- I don't listen to the radio	10%	8%	8%

Type of radio station you most frequently listen to ?	%	% Family	NetObserver
General radio stations	4%	6%	10%
Music radio stations	61%	58%	49%
Local radio stations	38%	47%	50%
----- I don't listen to the radio	10%	8%	8%

On average, for how long, per day do you read a newspaper?	%	% Family	NetObserver
Less than 1/2 hour per day	43%	36%	28%
Between 1/2 hour and 1 hour	30%	38%	38%
Between 1 and 2 hours	12%	19%	22%
Between 2 and 3 hours	3%	3%	3%
More than 3 hours	2%	1%	2%
----- I don't read press	10%	4%	7%

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Friendly name:		Family:	Auto & transport
User family:			

What publications do you read?	%	% Family	NetObserver
Daily national newspapers	17%	25%	23%
Regional daily newspapers	42%	56%	58%
Economic / managerial or financial publications	4%	12%	10%
Professional computing / telecom / multimedia publications	10%	20%	18%
News magazines	13%	25%	20%
Health magazines	5%	7%	10%
Feminine publications	23%	12%	16%
Masculine publications	5%	7%	3%
Family publications	5%	4%	3%
Children's magazines	4%	2%	2%
Youth publications 15 - 20 age range	14%	6%	5%
senior publications	0%	1%	2%
Foreign press	3%	4%	6%
Scientific publications	5%	11%	9%
Sports and leisure publications	14%	19%	11%
Cultural publications (music, cinema, literature...)	5%	6%	7%
Automotive publications	15%	40%	13%
Games publications (cross words...)	6%	6%	7%
Computer games publications	6%	9%	3%
Home improvement publications (DIY, gardening, deco...)	5%	6%	8%
TV publications	23%	28%	24%
Peoples press'	3%	3%	5%
Travel and tourism magazines	5%	5%	12%
General public Internet publications	11%	15%	14%
----- I don't read press	10%	4%	7%

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Friendly name:		Family:	Auto & transport
User family:			

Which of the following daily papers do you regularly buy?	%	% Family	NetObserver
Bild	33%	32%	20%
Frankfurter Allgemeine - FAZ	6%	11%	14%
SZ - Süddeutsche Zeitung	5%	9%	10%
Die Welt	5%	9%	7%
Die Zeit	5%	4%	7%
others	11%	16%	14%
I don't read press	10%	4%	7%

Which of the following magazines do you regularly buy?	%	% Family	NetObserver
Spiegel	15%	21%	19%
Stern	15%	21%	19%
Focus	11%	22%	15%
PC Welt	11%	20%	15%
TV Spielfilm	12%	15%	9%
others	57%	60%	56%
don't read press	10%	4%	7%

Number of books read per month	%	% Family	NetObserver
Less than one book per month	29%	30%	29%
1 book per month	25%	27%	24%
2 books per month	13%	15%	15%
3 books per month	5%	5%	9%
More than 3 books per month	5%	5%	10%
----- I never read books	23%	18%	13%

On average, how often do you go to the cinema?	%	% Family	NetObserver
Less than once a year	12%	12%	12%

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Friendly name:		Family:	Auto & transport
User family:			

On average, how often do you go to the cinema?	%	% Family	NetObserver
Once every 6 months	19%	22%	25%
Once every 2 or 3 months	30%	26%	23%
Once a month	21%	20%	18%
Once every fortnight	6%	7%	5%
Once a week or more	2%	2%	2%
----- I dont go to the cinema	9%	10%	16%

Type of holidays taken most frequently	%	% Family	NetObserver
Camping/caravaning	24%	21%	12%
Hotel	39%	51%	37%
Holiday club / holiday village	13%	14%	9%
Tours / organised trips	8%	11%	8%
Cruises	3%	5%	2%
Rent apartment / house / cabin	30%	42%	31%
Holiday home / Bed & Breakfast	8%	11%	6%
Fitness	4%	4%	3%
Youth hostel	11%	6%	4%
In your second home	3%	4%	4%
With family or friends	39%	30%	27%
Stay at home	47%	35%	25%
Spontaneous, adventure seeking	18%	24%	15%

Holiday location	%	% Family	NetObserver
In Germany	56%	54%	45%
In Austria, in Switzerland, in Southern Tirol	15%	21%	15%
Within Europe	57%	67%	51%
Outside Europe	22%	27%	24%

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Friendly name:		Family:	Auto & transport
User family:			

How many journeys do you make by train per year either for personal or professio	%	% Family	NetObserver
I don't travel by train	38%	55%	43%
1 to 3	34%	26%	34%
4 to 6	10%	9%	9%
7 to 12	5%	1%	4%
more than 12	14%	9%	9%

On average how many trips do you make by plane per year either for personal or p	%	% Family	NetObserver
no flights	58%	45%	36%
1 to 3	36%	44%	50%
4 to 6	4%	5%	7%
7 to 12	1%	2%	2%
more than 12	2%	3%	4%

Which of the following low-cost airlines have you chosen to travel with in the l	%	% Family	NetObserver
RyanAir	8%	14%	15%
EasyJet	1%	3%	1%
Buzz	3%	1%	1%
Go	1%	0%	0%
My Travellite	2%	0%	0%
BasiqAir	1%	0%	0%
Hapag-Lloyd Express	21%	26%	24%
Germanwings	9%	17%	31%
other low-cost airline	8%	6%	4%
never travelled with a low-cost airline	59%	55%	46%

Type of vehicles owned by household	%	% Family	NetObserver
Micro car (z.b. Cuore, Smart...)	2%	3%	1%

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Friendly name:		Family:	Auto & transport
User family:			

Type of vehicles owned by household	%	% Family	NetObserver
Small car (Mitsubishi Colt, Nissan Micra, Seat Arosa, Ford Fiesta,#)	19%	25%	14%
Lower economy (Citroën ZX, Ford Escort, Honda Civic, Hyundai Lantra#)	20%	34%	17%
Lower average (Audi A4, BMW 3 series, Ford Mondeo, Mazda 626, Mercedes C-class#)	22%	33%	19%
Average (Audi A6, BMW 5 series, Mercedes E-class, Opel Omega...)	8%	14%	7%
Luxury/Superior (S-class, BMW 740, Audi A8...)	2%	2%	2%
4x4 vehicules	2%	5%	2%
Vans/ people carriers	5%	7%	4%
Total one or more cars	78%	94%	74%
One or several motorbikes / scooters	26%	30%	13%
There is neither car nor motorbike / scooter in my household	15%	4%	9%

Number of cars owned by household	%	% Family	NetObserver
1 Car	38%	38%	43%
2 Cars	33%	35%	31%
3 Or more cars	14%	23%	17%
There is no car in my household	15%	4%	9%

Which make(s) of car do you own?	%	% Family	NetObserver
Volkswagen	23%	28%	24%
Opel (Vauxhall)	18%	21%	15%
Ford	10%	13%	11%
BMW	8%	9%	6%
Mercedes-Benz	8%	10%	9%
other	48%	58%	47%
There is neither car nor motorbike / scooter in my household	15%	4%	9%

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Friendly name:		Family:	Auto & transport
User family:			

Which of the following banks do you have an account with?	%	% Family	NetObserver
Sparkasse	49%	50%	41%
Volksbank / Raiffeisenbank	22%	27%	19%
Deutsche Bank AG	8%	8%	8%
Commerzbank AG	3%	5%	4%
Dresdner Bank AG	3%	5%	3%
Other	16%	21%	19%
No bank account	3%	1%	1%

Foreseen changes within the next 12 months	%	% Family	NetObserver
Move house	19%	19%	12%
Purchase a property	3%	4%	4%
Purchase a car	31%	35%	16%
Purchase a motorbike / scooter	14%	11%	3%
Go and work abroad	3%	5%	3%
Birth of a child	4%	6%	2%
Marriage	6%	7%	3%
Retire	1%	1%	1%
Stop working, but not retire	2%	2%	3%
Search for your first job	17%	10%	5%
Change of job	15%	15%	12%
Refurbish your residence (bathroom, kitchen, bedroom#)	18%	29%	19%
None of the above	24%	25%	33%

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Friendly name:		Family:	Auto & transport
User family:			

Internet use

When did you start using the Internet?	%	% Family	NetObserver
2nd term 2003 April-June	0%	0%	0%
1st term 2003 Jan-April	1%	2%	1%
2nd half 2002 Jul- Dec	5%	3%	5%
1st half of 2002 (Jan - June)	6%	3%	3%
2nd half of 2001 (Jul - Dec)	7%	7%	7%
1st half of 2001 (Jan - June)	9%	7%	7%
2000 or before	71%	77%	77%

Where do you normally access the Internet from?	%	% Family	NetObserver
From your workplace	24%	37%	30%
From your school or university	24%	12%	9%
From your home	86%	92%	77%
From you parents or a friends home	14%	9%	6%
From a public area (cybercafé...)	6%	6%	4%
Other	3%	3%	2%

How many hours per month do you spend on the internet?	%	% Family	NetObserver
less than 5 hours	14%	11%	14%
5 - 10 hours	15%	14%	16%
10 - 20 hours	15%	16%	16%
20 - 30 hours	15%	17%	15%
30 - 50 hours	14%	16%	14%
More than 50 hours	27%	26%	24%

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Friendly name:		Family:	Auto & transport
User family:			

Type of access used for principal access at home	%	% Family	NetObserver
Fixed telephone line (modem) via your computer	21%	25%	26%
ISDN access via your computer	25%	29%	31%
Access through a cable network	1%	0%	3%
ADSL access	49%	44%	35%
Other forms of access (sat., TV, games console, mobile used as a modem)	1%	1%	3%
Don't know	3%	1%	2%

Among the following ISPs which do you use as the main supplier for your household	%	% Family	NetObserver
Freenet	21%	20%	20%
AOL	13%	16%	9%
T-Online	61%	43%	57%
Tiscali	2%	18%	5%
Arcor	4%	1%	3%
Other	43%	11%	7%

On average, how often do you visit websites?	%	% Family	NetObserver
Once a month or less	3%	2%	3%
Two or three times a month	4%	3%	5%
Once a week	7%	4%	8%
Two or three times a week	10%	8%	15%
Four to six times a week	12%	14%	10%
Almost every day	28%	36%	27%
Several times a day	36%	34%	33%

Type of sites consulted regularly	%	% Family	NetObserver
Adult / Charm	7%	15%	9%
Business / Finance / Economics	6%	19%	15%

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Friendly name:		Family:	Auto & transport
User family:			

Type of sites consulted regularly	%	% Family	NetObserver
Entertainment / Leisure	39%	43%	29%
Children's / Family	11%	8%	7%
Women's interest	7%	5%	7%
News	12%	19%	18%
Search engine / directories	49%	65%	52%
Job search	14%	13%	12%
Sport	13%	27%	14%
Technology	11%	15%	15%
Access provider sites	17%	27%	18%
Online shopping sites (purchases, auctions)	4%	8%	8%
Practical services (weather, timetables, transp., traffic news)	20%	38%	27%
Governmental and administrative sites	6%	13%	11%
TV channels or radio websites	21%	24%	16%
Written press sites	3%	9%	6%
Price check site	15%	31%	24%
Community or personal web pages	11%	11%	7%
Online Banking	28%	42%	37%
Sites dedicated to a professional activity	1%	4%	3%
Cultural sites	9%	10%	16%
Chat/ online discussion	23%	18%	10%
Brand names sites	12%	18%	13%
Medicine / Healthcare	12%	13%	15%
Small Ads (other than employment)	15%	23%	10%
Tourism / Holidays	18%	26%	26%
Others	35%	34%	27%

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Site URL:	http://www.fahrschule.de	Agency:	fahrschule.de(Eigenvermarktung)
Friendly name:		Family:	Auto & transport
User family:			

Use of services via Internet	%	% Family	NetObserver
Carry out stock market transactions	2%	8%	9%
I foresee ""Carrying out stock market transactions"	1%	2%	1%
Download music from the Internet	43%	47%	28%
I foresee Downloading music from the Internet	2%	3%	4%
Take out an insurance policy	3%	9%	4%
I foresee #Taking out an insurance policy	1%	2%	1%
Post a small advert (car, job)	21%	30%	22%
I foresee posting a small advert (car, job)	3%	4%	4%
Reply to, or consult adverts	16%	22%	16%
I foresee Replying to, or consulting adverts	3%	5%	3%
Play online	52%	53%	33%
I foresee playing online	1%	1%	1%
Meet people online	31%	30%	18%
I foresee meeting people online	2%	1%	2%
Download video from the Internet	22%	26%	16%
I foresee Downloading video from the Internet	2%	4%	3%
Watch television through the Internet	13%	14%	9%
I foresee Watching television through the Internet	3%	3%	3%
Listen to the radio through Internet	31%	34%	21%
I foresee Listening to the radio through Internet	2%	3%	2%
Construct your own website	16%	14%	12%
I foresee Constructing my own website	4%	7%	5%
Participate in discussion groups	18%	19%	16%
I foresee Participating in discussion groups	2%	2%	1%
Talk directly through the Internet (chat...)	61%	51%	32%
I foresee Talking directly through the Internet (chat...)	1%	1%	2%
Use instant messenger software (Yahoo I.M., AOL I.M., ICQ)	22%	21%	14%

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Friendly name:		Family:	Auto & transport
User family:			

Use of services via Internet	%	% Family	NetObserver
I foresee Using instant messenger soft. (Yahoo, AOL, ICQ)	2%	2%	3%
Telephone through the Internet	9%	15%	6%
I foresee Telephoning through the Internet	4%	4%	4%
Manage a bank account online	34%	50%	42%
I foresee Managing a bank account online	3%	2%	2%
Access to the Internet through a mobile or an elec organiser	9%	10%	6%
I foresee Accessing Internet with a mobile or elec.organiser	1%	4%	2%
Sell at auction	35%	51%	36%
I foresee Selling at auction	3%	2%	4%
purchasing articles	2%	5%	3%
I foresee purchasing articles	1%	1%	1%
download ring tones/logos for a mobile phone	37%	33%	15%
I foresee downloading ring tones/logos for a mobile phone	0%	0%	0%

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Friendly name:		Family:	Auto & transport
User family:			

E-commerce

Have you ever purchased any products or services on the net?	%	% Family	NetObserver
Yes	75%	80%	77%
No, but I foresee buying a product or service online	4%	7%	6%
No, and I don't foresee buying a product or service online	21%	12%	16%

Sex x E-commerce	%	% Family	NetObserver
Male - Yes	31%	59%	46%
Male - No, but I foresee buying a product or service online	2%	5%	3%
Male - No, and I don't foresee buying a product or service online	7%	10%	6%
Female -Yes	44%	21%	35%
Female - No, but I foresee buying a product or service online	2%	2%	2%
Female - No, and I don't foresee buying a product or service online	14%	2%	8%

How long ago did you first buy on-line	%	% Family	NetObserver
Less than 3 months ago	11%	10%	6%
Between 3 and 6 months ago	8%	4%	6%
Between 6 months and 1 year ago	12%	11%	8%
Between 1 and 2 years ago	22%	20%	23%
Between 2 and 4 years ago	17%	25%	23%
More than 4 years ago	6%	10%	13%
----- Non buyers (not concerned)	25%	19%	22%

How do you usually pay for your online purchases?	%	% Family	NetObserver
with a credit card	11%	18%	22%
Using an indirect payment method (eg points system, vouchers#)	5%	6%	6%
Payment on delivery / prepayment by cheque	64%	70%	60%

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Friendly name:		Family:	Auto & transport
User family:			

How do you usually pay for your online purchases?	%	% Family	NetObserver
----- Non buyers (not concerned)	25%	19%	22%

Products or services purchased through Internet	%	% Family	NetObserver
Books	41%	47%	55%
Music (cd, tapes, mp3...)	36%	43%	40%
Computing	23%	28%	26%
Video (video tapes, dvd...)	22%	26%	20%
Softwares - CD-ROM	20%	29%	23%
Transport (flight tickets, train tickets, rent a car...)	13%	19%	19%
Financial products	2%	6%	6%
Clothes and textile accessories	34%	34%	33%
Delicatessen (fine foods)	2%	4%	5%
Groceries (general food shopping)	6%	8%	11%
Travel (tour operator, hotel nights)	8%	14%	15%
Flowers	6%	6%	6%
Music and video equipment	11%	14%	11%
accessories/contracts for a mobile phone	12%	16%	11%
Entertainment tickets (cinema, shows, sport...)	13%	19%	19%
Cosmetics	10%	10%	12%
Jewellery	7%	7%	7%
Meal delivery	3%	2%	2%
Video games	9%	12%	6%
Furniture / Products for the home	7%	7%	9%
Household appliances	10%	15%	14%
Alcohol and tobacco	2%	4%	2%
Other products	18%	20%	16%
Other services	6%	5%	6%

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Friendly name:		Family:	Auto & transport
User family:			

Products or services purchased through Internet	%	% Family	NetObserver
----- Non buyers (not concerned)	25%	19%	22%

Use of Internet to prepare a purchase (prices, info.)	%	% Family	NetObserver
Books	11%	16%	17%
Music (cd, tapes, MP3...)	17%	17%	14%
Computing	11%	22%	11%
Video (video tapes, dvd...)	7%	8%	3%
Software	8%	14%	13%
Transport (flight tickets, train tickets, rent a car...)	11%	16%	15%
Financial products	1%	3%	4%
Clothes and textile accessories	10%	11%	7%
Delicatessen (fine foods)	1%	0%	1%
Groceries (general food shopping)	1%	3%	1%
Travel (tour operator, hotel nights)	10%	20%	22%
Flowers	1%	0%	12%
Music and video equipment	10%	10%	10%
accessories/contracts for a mobile phone	9%	6%	10%
Entertainment tickets (cinema, shows, sport...)	10%	13%	21%
Cosmetics	4%	5%	3%
Jewellery	3%	6%	1%
Meal delivery	1%	1%	1%
Video games	4%	16%	2%
Furniture / Products for the home	4%	8%	10%
Household appliances	5%	16%	10%
Alcohol and tobacco	1%	2%	1%
Other products	8%	21%	10%
Other services	5%	8%	6%

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Site URL:	http://www.fahrschule.de	Agency:	fahrschule.de(Eigenvermarktung)
Friendly name:		Family:	Auto & transport
User family:			

Use of Internet to prepare a purchase (prices, info.)	%	% Family	NetObserver
"total ""yes"""	13%	16%	13%
no	13%	4%	10%
buyers	75%	80%	77%